

CITY COUNCIL REPORT



Meeting Date: December 8, 2009
General Plan Element: ***Economic Vitality***
General Plan Goal: ***Utilize redevelopment and revitalization efforts to sustain economic well-being***

ACTION

McDowell Corridor/South Scottsdale Economic Development Task Force extension request. Adopt Resolution 8144 extending the date by which the McDowell Corridor/South Scottsdale Economic Development Task Force will report its activities and deliver its initial recommendations.

BACKGROUND

The City Council established the McDowell Corridor/South Scottsdale Economic Development Task Force on May 5, 2009 by approving resolution 7959. Section 2 of resolution 7959 states that the "Task Force will study the McDowell corridor/South Scottsdale area and determine how the area should be marketed as a place to live and work." Section 3 states that "before January 1, 2010, the Task Force and the Council shall have a working retreat, at which the Task Force will report its activities and deliver its initial recommendation to the Council."

The Task Force held its first meeting on August 13, 2009. Initially, meetings were held monthly, but have since increased to two times per month. As of December 1, 2009, the Task Force has held a total of 6 meetings.

On November 5, 2009, the Task Force voted on and approved a request for an extension to hold a work study session with the City Council on or by March 1, 2010. The request for extension is based on the need for additional time for evaluation and recommendation formulation. A date of February 9, 2010 has been earmarked for the City Council study session with the McDowell Corridor/South Scottsdale Economic Development Task Force.

Should the City Council vote to approve the extension, the Task Force will utilize the additional time to further evaluate the following broad categories to be discussed and voted on at the December 10, 2009 Task Force meeting: Vision/Target Market Position, City Efforts to Promote Redevelopment and Attract and Retain Businesses, Area Infrastructure and Amenities, and Neighborhood Involvement.

ANALYSIS & ASSESSMENT

Policy Implications

The Task Force is intended to serve as a public-private partnership for highlighting the McDowell Corridor/South Scottsdale area as a place to live and work.

Community Involvement

The Task Force has been soliciting input via the Task Force website, public comment at each meeting and a mailer that was distributed to all properties along McDowell and Scottsdale Rd from the southern city limits to Osborn Rd.

RESOURCE IMPACTS

Staffing, Workload Impact

Staff from the Economic Vitality department continues to provide staff support to the Task Force.

OPTIONS & STAFF RECOMMENDATION

Recommended Approach

Approve Resolution 8144 extending the date by which the McDowell Corridor/South Scottsdale Economic Development Task Force reports its activities and delivers initial recommendations to on or by March 1, 2010.

RESPONSIBLE DEPARTMENT(S)

Economic Vitality

STAFF CONTACTS (S)

Rob Millar, Strategic Programs Manager, rmillar@scottsdaleaz.gov

APPROVED BY

Harold Stewart, Executive Director Economic Vitality Department

Date

480-312-2311, hstewart@scottsdaleaz.gov

Dave Richert, Acting City Manager

Date

480-312-2811, drichert@scottsdaleaz.gov

ATTACHMENTS

1. Resolution 8144
2. Resolution 7959 establishing the Task Force
3. November 5, 2009 summary Task Force minutes